

UNIVERSITY MISSOURIAN

Published daily except Saturday by the students in the School of Journalism at the University of Missouri.

RALPH H. TURNER Editor
ALEX C. BAYLESS Business Manager

University Missourian Association, Inc.
Directors: Ralph H. Turner, President; Frank King, Secretary; Ivan H. Epperson, D. W. Davis, H. E. Taylor, Charles Roster, D. D. Patterson, A. G. Human, Dale Wilson.

Address all communications to:
UNIVERSITY MISSOURIAN
Columbia, Missouri.

Office: Virginia Building, Downstairs
Phones: Business, 55; News, 274.

Entered at the postoffice, Columbia, Mo., as second-class mail.

Year, \$2.50; month, 25 cents; copy, 5 cents.

A SMILING WELCOME

Every Columbian should practice wearing his best smile these days.

The many visitors now in the city and who will come in the next few weeks ought to get the impression that Columbia folk are warm hearted, that they are extending their guests a cordial welcome.

It's an old adage in the business world that a smile and a cheery word are the best advertisements. It's up to the residents of the city to advertise it in such a way that the visitors will speak well of Columbia when they go home.

Just off that smile and work it overtime.

A BRITISH CRISIS

Lloyd George rose to his present high position as a leader of the Liberal party. His conduct in the present war situation has estranged many elements of his party from him.

The trade unionists no longer confide in him as they formerly did. They fear that the war munitions measures may seriously weaken the power of the workers. Then, too, the labor elements in general oppose conscription, in addition to other ideas of the Liberal party.

Perhaps the force that weakens Lloyd George with the Liberals more than anything else is the backing of the Northcliffe press, which not less than four years ago reviled him in all possible manners for the acts taking power from the lords. Evidently the Liberals fear that the backing of the Conservatives has somewhat turned Lloyd George's head.

Too much power and praise, too implicit confidence, is not always good for a man. Perhaps the knowledge that his former followers think they see flaws will have a restraining effect on Lloyd George.

SAVING LIVES ON CITY STREETS

The prevention of accidents on congested city streets is a serious problem. Traffic regulations, enforced by traffic policemen, have done much to reduce the number of accidents, but still there are some people who will violate regulations, some who will take needless risks, some who are careless. A single traffic policeman at a crowded corner cannot insure you against accidents, though he does much to prevent them.

Many systems and schemes are used in different cities to reduce the danger of accidents on city streets. There's the policeman's semaphore, for instance, which is used in several eastern cities. A post about eight feet high stands at each intersection in the business district. On the semaphore are the signs "Go—Go," "Stop—Stop." When traffic is to proceed in one direction, the semaphore displays the "Go" sign, and the "Stop" confronts the vehicles and pedestrians on the other side. This is reversed as often as necessary to keep both lines of traffic moving with little delay.

In many cities where the high posts with signals are not used, lower blocks with flags are set at intersections to cause vehicles to keep to the right side of the street and turn square corners.

Some cities provide a space in the middle of the street for parking automobiles, instead of permitting them to stop by the curb. Traffic on each side of the parking space is constantly moving in the same direction and square corners are turned.

A "zone of safety" is used in many European, and some American cities. It is space marked off, or roped off, on the street, for the safe passage of pedestrians.

On some corners in New York City, where the street is broad and traffic is not so tremendously heavy, the rotary circle is used, vehicles from all

directions moving into a constantly moving circle, and out when opposite the street they wish to traverse. This does away with the necessity of stopping vehicles.

Looking Backward

Fifty Years Ago.

"A new German newspaper, Die Missouri Staats Zeitung, will soon be published in Jefferson City."

Thirty Years Ago.

"An unusual number of students at the University are getting married this spring."

Twenty Years Ago.

"Girls at the University are going to extremes in the stunts they perform when initiating members into clubs."

Ten Years Ago.

"Forty thousand homeless people from the San Francisco earthquake region are being sheltered in Golden Gate park."

Five Years Ago.

"Boone County will soon have the bonuses raised and the right of way secured and then the proposed electric railway company will have to put up or shut up."

WHO'S WHO
Journalism Week

Roy B. Simpson, director of the Fisher-Steinbruggs Advertising Company of St. Louis, was a printer on an Arkansas newspaper at 18 years of age. At 20 he was circulation manager of the Fort Worth Gazette of Fort Worth, Tex. Then he worked on a farm paper, and later went to the Quaker Oats Company, where he became assistant advertising manager.

For several years he was advertising manager of the Roberts, Johnson and Rand Shoe Company of St. Louis and while in that position he prepared retail advertising for thousands of merchants in various parts of the country.

Mr. Simpson will speak on Advertising Day of Journalism Week. He will deal with the advertising problems of retail merchants. In discussing this subject, Mr. Simpson recently said:

"In my advertising experience, which covers a period of about eighteen years, I have been closely identified with both the country retailers and those in the large cities, and I have found that the same things which fill the city store with customers will also fill the country store with customers if they are used in the right way. The advertising methods of the city department store, however, cannot always be applied with profit by the country merchant."

NOTHING DISTURBED BUT A BED

"Sleep Thief" Enters House, Steals Rest and Leaves Unseen.

About 12 o'clock the other night Lewis O. Bishop, a student rooming at the home of G. M. Davis, 1108 Locust street, heard someone enter the house. Thinking it was one of the students returning early from the Easter vacation, he did not trouble to see who it was.

The one who entered knocked at a door on the first floor. When Davis said, "Come in," he shut the door and descended to the second floor.

The intruder then entered a room left vacant through the holidays, and went to bed. The next morning Davis heard the visitor get up, go to the third floor and through the rooms, then come downstairs and leave the house.

Mrs. Davis found it was not one of her roomers who had occupied the room, but that someone had secured free lodging for the night. Nothing was disturbed but the bed.

CONVENTION BOOSTER TO COME

Former National Y. M. C. A. Secretary Will Visit Local Association.

J. S. Moore, secretary of the Y. M. C. A., has received word from the International Committee of the Young Men's Christian Association, that F. C. Freeman, former national secretary in India, will come to Columbia May 2.

Mr. Freeman wants to interest as many as possible in the Cleveland convention, which will be held May 12 to 16. The delegates are to be selected from the Y. M. C. A. directors and others especially interested in the convention, which will discuss the following subject: "The World War Across The Waters," "The Relation of the Association to the Church" and "The Question of American Policy."

Preparing for Farmers' Fair.

Anyone going near the East Campus is greeted with signs of the Farmers' Fair—the students are talking about it, the bulletin boards are filled with the notices and posters and even the professors talk about it. A week from tomorrow is the day set for the fair. The Follies are practicing every night, as are also the Minstrels, and every day committees meet. At the Agricultural Club meeting tonight, arrangements will be completed.

GLORIES OF ENGLAND
LIVE IN HIS DRAMAS

Shakespeare's Faithful Depiction of Characters Praised by N. M. Trenholme.

'KNOWS HIS HISTORY'

Purpose of Writings to Inform Public, Holds Speaker at Assembly.

"No dramas have done so much as Shakespeare's to give the English an idea of their glorious historical past, and thus to give them the highest ideals of patriotism, of fighting for the best and of triumphing over evil."

This estimate by John R. Greene, the historian, of the value of the works of Shakespeare in English history was the summing up by Prof. N. M. Trenholme of his lecture last night in the University Auditorium on "Shakespeare and English History."

"From his historical plays, we get Shakespeare's viewpoint on history and the social life of his time. He did not belong to the dramatic trust, but emerged from the chaos later and, as a common actor, wrote to inform an ignorant public of the strong men of the past," said the speaker.

"Richard III," Shakespeare's first historical tragedy, was somewhat imitative of Marlowe and was marred by the tendency to chronicle events. "Richard II" and "King John," types of remarkable character study, were more original and reflect closely the Elizabethan political and social life.

"King Henry IV" and "King Henry V" were typical popular plays and follow the chronicles closely, but they have some original characters, such as Falstaff. "The Merry Wives of Windsor" was a distinct contribution to English social history. Later plays show the growing self-consciousness of the author, but there is always some of the spirit of fire of the youth, and some of the passages are notable in this as in other respects."

From this brief review of Shakespeare's historical dramas, Professor Trenholme went on to point out the

great dramatist's ideas on social organization.

"His idea was a strongly centralized government based on the consent of the governed, but, not feeling the need of an active share in the government, he had no conception of democracy."

"By the varied conditions of his life, he was a follower of royalty and an admirer of aristocracy, but, like most men of his time, did not believe in the divine right of kings. He had no heart for the internal political dissensions of the day, but tried to point out the need of national unity and develop an emotional patriotism among the people to arouse them against foreign invasion."

LEARNED ON PIANO OUT OF TUNE
Josef Hofmann Tells of Rubinstein's Eccentric Tutoring.

Josef Hofmann, the famous Polish pianist, had the distinction of being the only pupil that Anton Rubinstein accepted outside of his regular class at the Imperial School of Music at St. Petersburg, now Petrograd, and he has a fund of good stories about his studies under that most celebrated master.

Mr. Hofmann says that Rubinstein never played for him when giving a lesson, neither would he let Hofmann bring the same composition more than once, explaining that he might forget in the next lesson what he had told his pupil in the previous one.

Rubinstein never allowed Mr. Hofmann to bring one of his own piano works to study, but the reason was always a mystery to the young man. During the lesson, Rubinstein generally remained at his desk reading the piece of music that Hofmann was playing. At the slightest mistake he would call a halt.

"Most of the time Rubinstein's piano was shockingly out of tune," says Mr. Hofmann, "but he was serenely indifferent."

"Before you begin to play," Rubinstein would say to his pupil, "you must begin the piece mentally—that is, you must have settled in your mind the tempo, the manner of touch and, above all, the attack of the first notes. Never touch the keys until you have done all these things."

All-Freshman Dance Tomorrow.

Final plans have been made for the all-freshman dance, which will be held tomorrow night at Columbia Hall.

"Alice in Wonderland"

The Mothers' Congress unanimously endorsed this picture yesterday. The picture has been held here and an exhibit will be given Saturday 29th at 9 a. m. and 10:30 for mothers and children of Columbia.

Admission 10c

The Broadway Odeon

It's Fun to be Thirsty when you can get



There's the fun of quenching the thirst—and the deliciousness of the thirst quencher to give you double pleasure. But you don't even have to be thirsty to enjoy Coca-Cola—it's a treat, what ever your reason for drinking it. Demand the genuine by full name—nicknames encourage substitution. THE COCA-COLA CO. Atlanta, Ga.



Per 100 Lbs. \$3.20

50 Lbs. 1.60

25 Lbs. .80



Hen Feed, 100 Lbs. \$1.85

Chick Feed, " 2.00

Dry Mash, " 1.85

Bran, - - " 1.00

BOONE COUNTY MILLING CO.

"Here is the world humanity has made:
Will you take full citizenship in it?"

From
The New Book
on Being Human

BY

Woodrow Wilson

For Sale At

The Missouri Store
Price 50c

Granitoid Walks

are sure to be satisfactory if
made by

GARTH CLINKSCALES

OFFICE 5th AND BROADWAY

PHONES 1130 AND 278

WE DO

Everything in exterior and interior
decorating, wall papering and painting

COLUMBIA DECORATING COMPANY,

SAM GLASS, Manager.

Athens Building

Phone 31a

Executor's Sale of Real
Estate for Distribution

I will sell at public auction at the South front door of the Court House, in the City of Columbia, Mo., on Monday, at 2 o'clock, P. M., May 1, 1916, for cash, the following described Real Estate, situated in Boone County, Mo., to-wit: 80 acres the West half of the Southwest Quarter of Section (25), 40 acres the East half of the East half of the Southeast Quarter, of Section (26), all in Township (48), Range (12), containing 120 acres. This is one of the best farms on the Two-Mile Prairie and is located 5 miles East of Columbia, and one mile South of the State Highway, with good public County road leading by the farm. This farm is one mile South of Harg and Olivet Church with School house adjoining the farm. The Executor has power under the will to sell and convey this farm and an Abstract will be furnished the purchaser showing a clear and unencumbered title. Immediate possession given to the purchaser. For further particulars, inquire of Quinn & Conley, or see, or Phone me 3967.

M. A. TURNER, Exr.

Ready Reference Ads

We Will Repair It

All work guaranteed. We specialize on Watches, Clocks and Jewelry

GOETZ & LINDSEY
918 Broadway

ZIEGLER

His orchestra will do any kind of society playing after the show or afterwards.

Phone 875 white

DR. P. H. MURRY
Osteopathic Physician
Suit 301-305 Guitar Bldg.
Phone: Office 191. Res. 200.

IF YOU RIDE OR DRIVE

You will like our horses best. General livery and feed stable.

BUGG & BALLEW
8th St. Phone 61

Thompson's
ORCHESTRA
1 to 10 pieces
for dances and other entertainments
PHONE 432

Dr. H. E. Stephenson
DENTIST
408-10 Guitar Bldg.

Phone 55
Want Ad Dept.
The Missourian

TALK ABOUT
MR. GLANCY
AND
THE MARQUETTE HOTEL
ST. LOUIS
A HOTEL for your Wife, Mother or Sister

